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Marketing Executive (B2B Industrial Manufacturing)

Hiring organization
Adonitech Engineering Solutions Pvt. Ltd.

Employment Type
Full-time

Job Location
Satara, Maharashtra (Hybrid: On-site & Remote)

Date posted
June 12, 2025

Description

Adonitech is a leading designer and manufacturer of industrial shock absorbers, vibration isolation equipment, and crane buffers. Serving sectors like automation, automotive, defense, pharmaceuticals, switchgear, and material handling, we deliver precision-engineered solutions that improve safety, reliability, and performance.

Role Overview

We're seeking a proactive Marketing Executive to bridge communications between the Adonitech Founder, our agency partner, and internal teams. You'll conduct targeted outreach, manage administrative tasks, and support ongoing marketing initiatives to generate qualified leads and strengthen our brand in B2B markets.

Responsibilities

Cold Calling & Lead Generation:

- Research and prospect potential OEMs and end users in target industries.
- Execute outbound calls to introduce Adonitech solutions, qualify leads, and schedule meetings.

Content Support:

- Coordinate with the founder and agency for timely approvals.

Administrative Coordination:

- Schedule meetings, maintain records of outreach activities in CRM.
- Prepare weekly progress reports on marketing metrics.
- Handle general office support (filing, travel bookings, invoicing assistance).

Cross-Functional Collaboration:

- Liaise between Adonitech leadership and external partners to ensure project alignment.
- Track task assignments, deadlines, and deliverables.

Qualifications

- Bachelor's degree in Marketing, Business Management, or related field.
- 1–2 years' experience in B2B marketing, preferably in the industrial/manufacturing sector.
- Excellent verbal and written communication in English; proficiency in Marathi/Hindi is a plus.

Contacts

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